



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

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FOR IMMEDIATE RELEASE:

**Jewelers for Children Celebrates Seventh Annual Rings of Strength
The Starting Line Moves to The Venetian**

The seventh edition of the popular Jewelers for Children Rings of Strength will be held on Thursday, May 30, 2019, at the Venetian Las Vegas. The very popular event will relocate with the move of the JCK Show to the Sands Expo Center. The options for participation will once again include a bike ride in the scenic foothills of Red Rock Canyon, a 5K walk or run, or early morning yoga.

Once again, JCK Events is the major event sponsor; Ashi Diamonds, Asurion, Freeman, and CMAC have also signed on.

The event will kick-off at 5:30 a.m. at the Venetian to avoid the heat of the day. Rest stops along the route will ensure that everyone stays hydrated and energized to help raise funds for children in need.

Participants can visit www.ringsofstrength.org to sign up. During sign-up you create your own unique fundraising page and URL which can be forwarded to all of your friends and acquaintances to encourage them to sponsor your participation. Participants can sign up as individuals or build a team page with friends to create even more excitement. All funds raised will benefit the Jewelers for Children charity partners.

The event was named for St. Jude Children's Research Hospital patients Maggie and Odie. When Maggie spoke at the Facets of Hope event in 2012, she shared the story of how she gave Odie a ring with the word **Strength** engraved in it as they fought their shared battle with cancer. Each participant receives a silver ring like Maggie's to commemorate their participation in the event, courtesy of Ashi Diamonds.

Jewelers for Children was founded in 1999 by the U.S. jewelry industry with the mission of helping children in need. Since its inception, JFC has donated more than \$ 55 million

to programs benefiting children whose lives have been affected by illness, abuse or neglect through our charity partners St. Jude Children's Research Hospital®, the Elizabeth Glaser Pediatric AIDS Foundation, Make-A-Wish® America, and the National CASA Association. JFC also provides support to Make-A-Wish® International, and the Santa-America Fund. This nationwide success is due to the continuing generosity of jewelry trade organizations, jewelry and watch manufacturing companies, jewelry retail stores, individual jewelry professionals and jewelry consumers.

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